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David Ruffin Boulevard and Star Unveiling coming to Meridian

Meridian, Miss. – David Ruffin, legendary front man of The Temptations, will be honored with a ceremonial street naming, David Ruffin Boulevard, and unveiling of his star on The MAX *Walk of Fame* in his hometown of Meridian, MS on Saturday, October 26, beginning at 11:00 am.

Ruffin will be the 28th Mississippi artist honored with a star on the *Walk of Fame* in Downtown Meridian which stretches from The MSU Riley Center to the entrance to The MAX. Legends like Jimmie Rodgers, Sela Ward, Elvis Presley, B. B. King, Marty Stuart and Morgan Freeman are immortalized on the walk. Festivities begin at 11:00am on Front Street.

Following the star unveiling at the MAX, a street parade lead by the famous “Sonic Boom of the South,” Jackson State University Marching Band, will travel to the corner of 8th Street and 24th Avenue where David Ruffin Boulevard will be unveiled at 12 p.m. in a ceremony hosted by the City of Meridian. “We are proud to honor this legend with a street being named after one of the greatest R&B singers of all time and we want to invite family and friends to Meridian for a day of celebrating his musical career,” said Mayor Percy Bland.

His legacy will be celebrated during the day with a free public gathering at City Hall Lawn with festivities beginning at 1 p.m. The Jackson State University Marching Band will perform followed by a formal reading of the “David Ruffin Day” proclamation by Mayor Percy Bland. Other featured entertainment includes Luv Undercover and a Temptations Tribute Band playing many of the Temptations most known tunes.

Ruffin is known for hits such as “My Girl,” “Ain’t Too Proud to Beg” and “I Wish it Would Rain.” He embarked on a solo career with Motown that spawned singles such as “My Whole World Ended (The Moment You Left Me)” and “Walk Away From Love.”

Meridian City Council approved the street naming during the September 17 meeting. The boulevard runs past the historic Temple Theatre, a venue where Ruffin played during his music career.

For more information contact, 601-485-1908.

Schedule of events

11:00 a.m. Star Unveiling at The MAX, 2155 Front Street
11:30 a.m. Parade begins from The MAX to the Temple Theatre
12:00 p.m. Street UNVEILING (Temple Theatre, corner of 8th st. & 24th Ave)

12:20 p.m. Parade continues to City Hall Lawn

1:00 p.m. Celebration begins at City Hall

About The MAX

The MAX showcases Mississippi's Arts + Entertainment Experience in one immersive destination. Here, visitors of all ages explore the global impact of Mississippians on music, literature, art, entertainment, and cuisine. The MAX honors our state's creative legacy and inspires the next generation of creators through a unique experience of interactive exhibits. Come discover the Mississippi roots of some of the world's greatest arts and entertainment icons — like Elvis Presley, Oprah Winfrey, B.B. King, Faith Hill, Sela Ward, and Kermit the Frog, just to name a few.

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